

## AMENDMENTS TO THE CLAIMS

### **Please amend the claims as follows:**

1. (Cancelled) A media display system attachable to a lateral restraint along the front side of a ski-lift chair, comprising:

A body member attachable to the lateral restraint of the ski-lift chair, said body member having a width running generally parallel to the restraint of the ski-lift chair, a vertical thickness, and a length oriented from front to back with respect to the chair and oriented transverse to said width and said thickness, wherein said length measured in a central one-third of said width is at least two times greater than the thickness thereat; and,

A frame member located on top of said body member, said frame member having a viewable region therein, said frame member being adapted for holding printed media therein.

2. (New) A media display system for use in combination with a lateral restraint of a ski-lift chair, the chair having a front and a back, comprising:

an elongate lateral restraint connectable to a ski-lift chair;

a body member having left, right, front and rear sides, being fixedly connected to said lateral restraint, and having a width running generally parallel to said lateral restraint, said body member having a central section, a left outer section, a right outer section, a vertical thickness and a length oriented from front to rear and transverse to both the width and the thickness, and wherein in the central section the length is at least two times greater than the corresponding thickness, and wherein the length in the center section is greater than the length in either of the left or right outer sections; and,

a frame member located on top of and connected to said body member, said frame member having a viewable region and being operable with said body member for holding printed media for viewing through the viewable region.

3. (New) The media display system of 2 wherein said body member and said frame member collectively define a top surface that is convex along the length.

4. (New) The media display system of 2 wherein the central section is about one third of the width of said body member.

5. (New) A media display system for use in combination with a lateral restraint of a ski-lift chair, the chair having a front and a back, comprising:

an elongate lateral restraint connectable to a ski-lift chair;

a body member having left, right, front and rear sides, being fixedly connected to said lateral restraint, and having a width running generally parallel to said lateral restraint, said body member having a central section, a left outer section, a right outer section, a vertical thickness and a length oriented from front to rear and transverse to both the width and the thickness, and wherein the rear side of said body member is substantially straight and the front side is nonstraight in that the maximum length of the left and right outer sections is less than the length of the central section; and,

a frame member located on top of and connected to said body member, said frame member having a viewable region and being operable with said body member for holding printed media for viewing through the viewable region.

6. (New) The media display system of 5 wherein said body member and said frame member collectively define a top surface that is convex along the length.

7. (New) The media display system of 5 wherein the central section is about one third of the width of said body member.

8. (New) A media display system for use in combination with a lateral restraint of a ski-lift chair, the chair having a front and a back, comprising:

a elongate lateral restraint connectable to a ski-lift chair;

a body member having left, right, front and rear sides, being fixedly connected to said lateral restraint, and having a width running generally parallel to said lateral restraint, said body member having a central section, a left outer section, a right outer section, a vertical thickness and a length oriented from front to rear and transverse to both the width and the thickness, and wherein said body member has a forwardly facing leading edge at the front side that is swept rearwardly along said width from the central section thereof to both left and right sides of said body member and has a rearward edge at the rear side that is substantially straight; and,

a frame member located on top of and connected to said body member, said frame member having a viewable region and being operable with said body member for holding printed media for viewing through the viewable region.

9. (New) The media display system of 8 wherein said body member and said frame member collectively define a top surface that is convex along the length.

10. (New) The media display system of 8 wherein the central section is about one third of the width of said body member.

11. (New) The media display system of 8 wherein said frame member includes at least three frame members located on top of said body member, including a left, right and central frame member, each of said left, right and central frame members having a viewable region therein, each of said left, right and central frame members being sized and configured for holding physically separate printed media therein allowing interchange of at least one printed media without having to replace another.